

A stylized illustration of a billboard with a dark grey frame and a white sign. The sign has rounded corners and contains the text "Outdoor Advertising" in a black script font. The billboard is supported by two black legs and has two horizontal white bars across its middle.

*Outdoor
Advertising*

A red silhouette of the state of North Carolina with a black outline. The text "in NORTH CAROLINA" is written in white on the map. The word "in" is in a smaller font and positioned above "NORTH CAROLINA".

in
NORTH CAROLINA

Selective Vegetation Removal

- **History**
- **Current Program Data**
- **Comparison of Neighboring States**
- **Tree Value / Billboard Revenue**
- **Visualization / Industry Requests**
- **Illegal Cutting/Soil Sterilization**

Why does NCDOT have a SVR policy?

- The ODA industry wants to reach the largest audience possible,
- The environmental community wants to protect as much vegetation as possible,
and
- NCDOT wants to achieve a balance between these two interests.

by the Department. Where sign faces are blocked or will be blocked by existing trees in the 125-foot zone the ABED removal zone shall not be implemented.

.0603 ISSUANCE OR DENIAL OF PERMIT

- (a) Within 30 days following receipt of the application, the Division Engineer shall approve or deny the application. If the application is denied, the Division Engineer shall advise the applicant, in writing, of the reasons for denial.
- (b) The application shall be denied by the Division Engineer if:
 - (1) It requires removal of trees that were in existence before the business or advertisement was established. An existing tree shall be one that is four inches in diameter as measured six inches from the ground.
 - (2) The application is for the opening of view to a sign or business which has been declared illegal or is currently involved in litigation with the department.
 - (3) It is determined that the facility or advertisement is not screened from view.
 - (4) The application is for the opening of view to an outdoor advertising sign which was obscured from view at the time of erection of the sign.

al and office facilities, the limits of selective clearing right-of-way immediately adjacent to frontage property set.

be performed on State Highway right of way must be underlying fee owner(s) of all property upon which the right of way was secured in fee simple by the jured. The application must also be accompanied by utting the area to be cut.

e investigated on site by Maintenance and Roadside f the applicant.

i site located within the corporate limits of a City or nity to review the application if the City or Town has desire to review such applications.

2 for a Period of 48 Days to Expire on June 1, 1982;

136-18.7; Eff. June 1, 1982;

mber 1, 1990; August 1, 1985; June 2, 1982;

2.

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.0604 CONDITIONS OF PERMIT

- (a) Selected vegetation within the approved limits shall be thinned, pruned, or removed by the Permittee or his agent in accordance with accepted horticultural practices recommended by North Carolina State University. Roadside Environmental personnel shall identify specific trees, shrubs, and other vegetation which may be pruned, thinned, or removed.

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ement is not screened from view.

ew to an outdoor advertising sign which was obscured gn.

ect the safety of the traveling public.

y sort were planted in accordance with a local, State, or

designed noise barrier.

ctory work on previous requests under the provisions of be cause for denial if the applicant engages a landscape

- (10) The application is contrary to ordinances or rules and regulations enacted by local government, within whose jurisdiction the work has been requested to be performed.

History Note: Filed as a Temporary Rule Eff. April 13, 1982 for a Period of 48 Days to Expire on June 1, 1982; Statutory Authority G.S. 136-18(5); 136-18(7); 136-18(9); Eff. June 1, 1982; Amended Eff. August 1, 2000; November 1, 1991; December 1, 1990; August 1, 1985; June 2, 1982.

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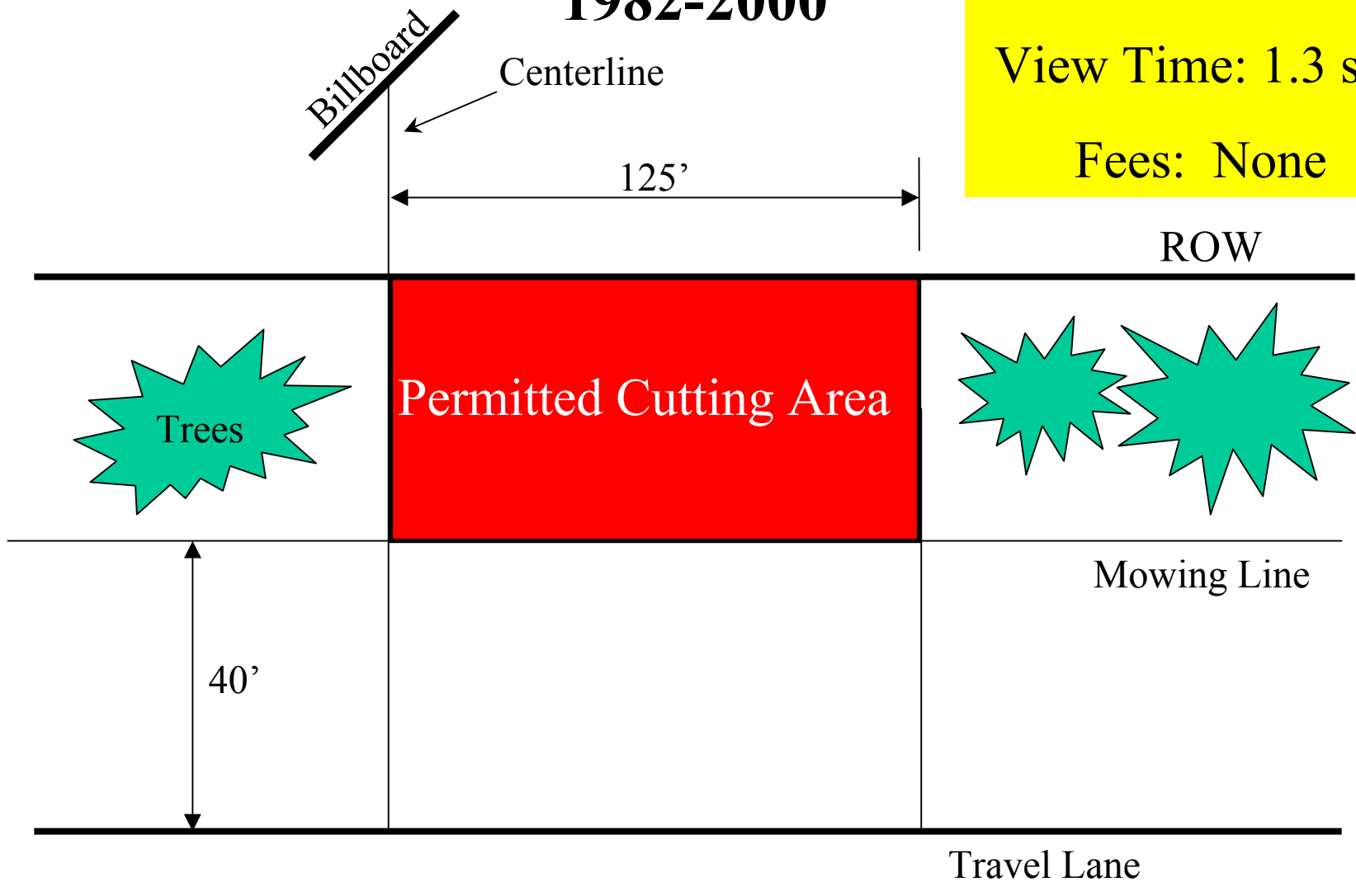
Old Clearing Limits for SVR

1982-2000

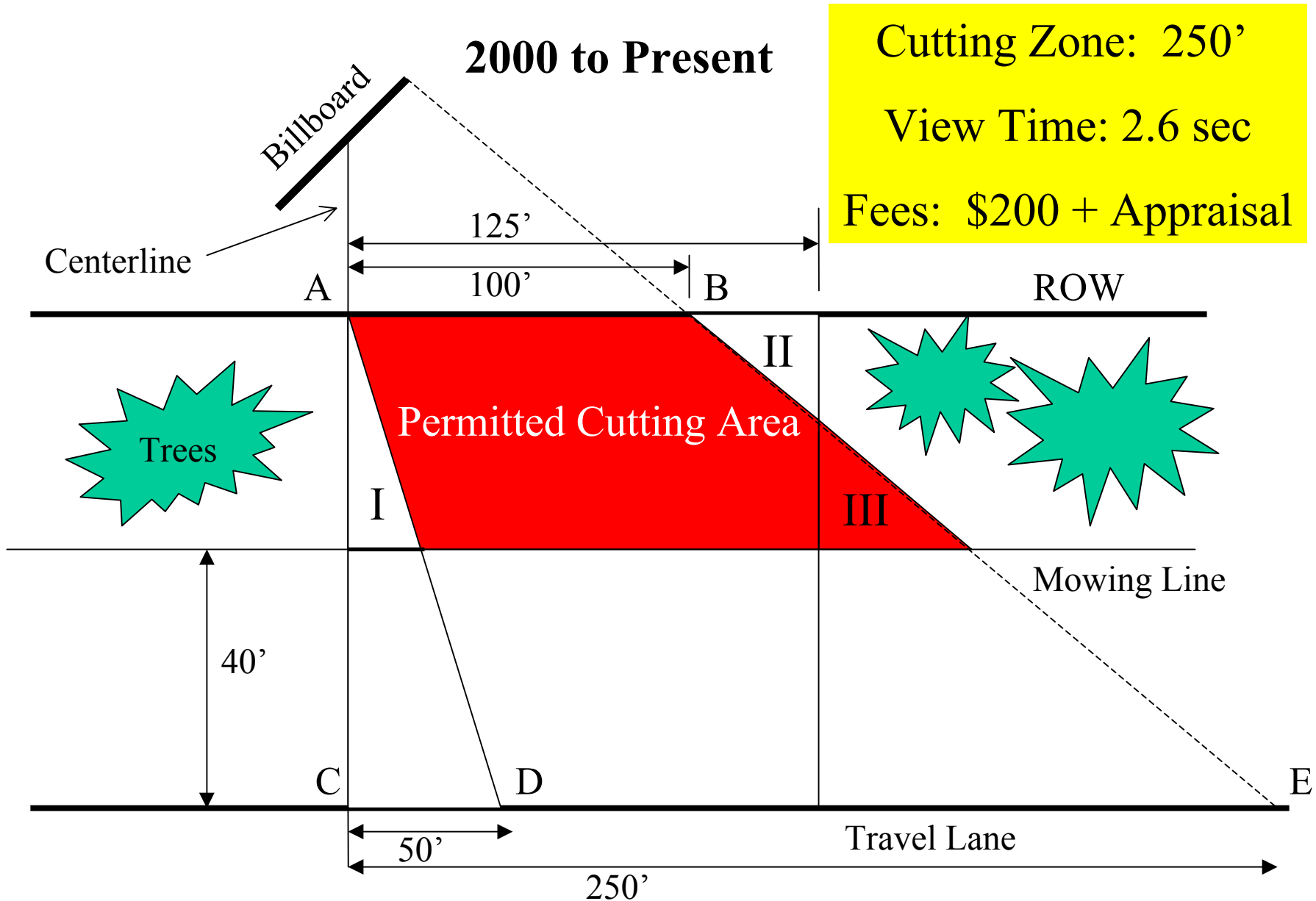
Cutting Zone: 125'

View Time: 1.3 sec

Fees: None



“No Net Loss” Limits for SVR



Northampton County I-95



Nash County I-95



Northampton County I-95



Northampton County I-95



Northampton/ Halifax Co. I-95



Johnston County I-95



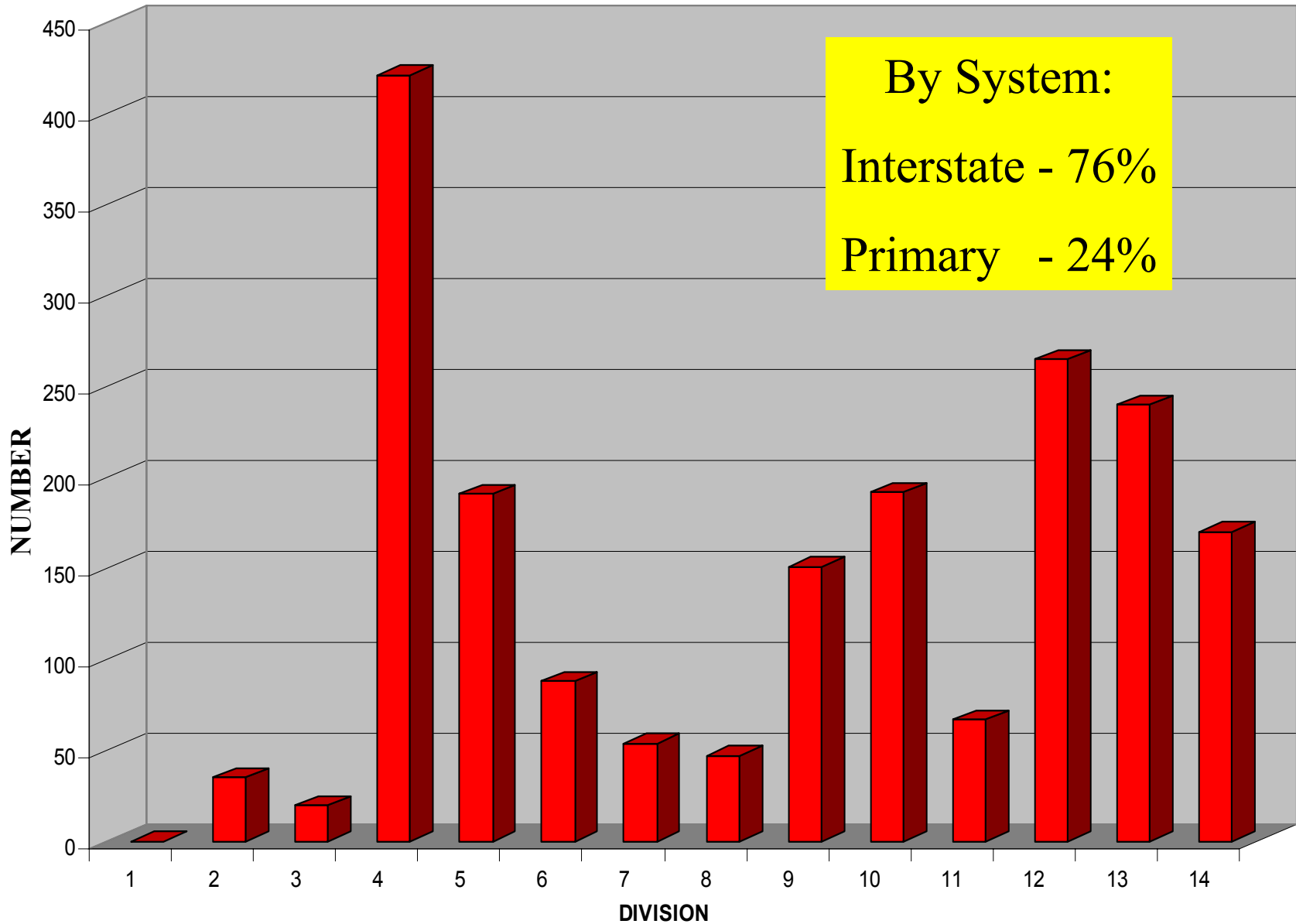
Johnston/Wilson I-95



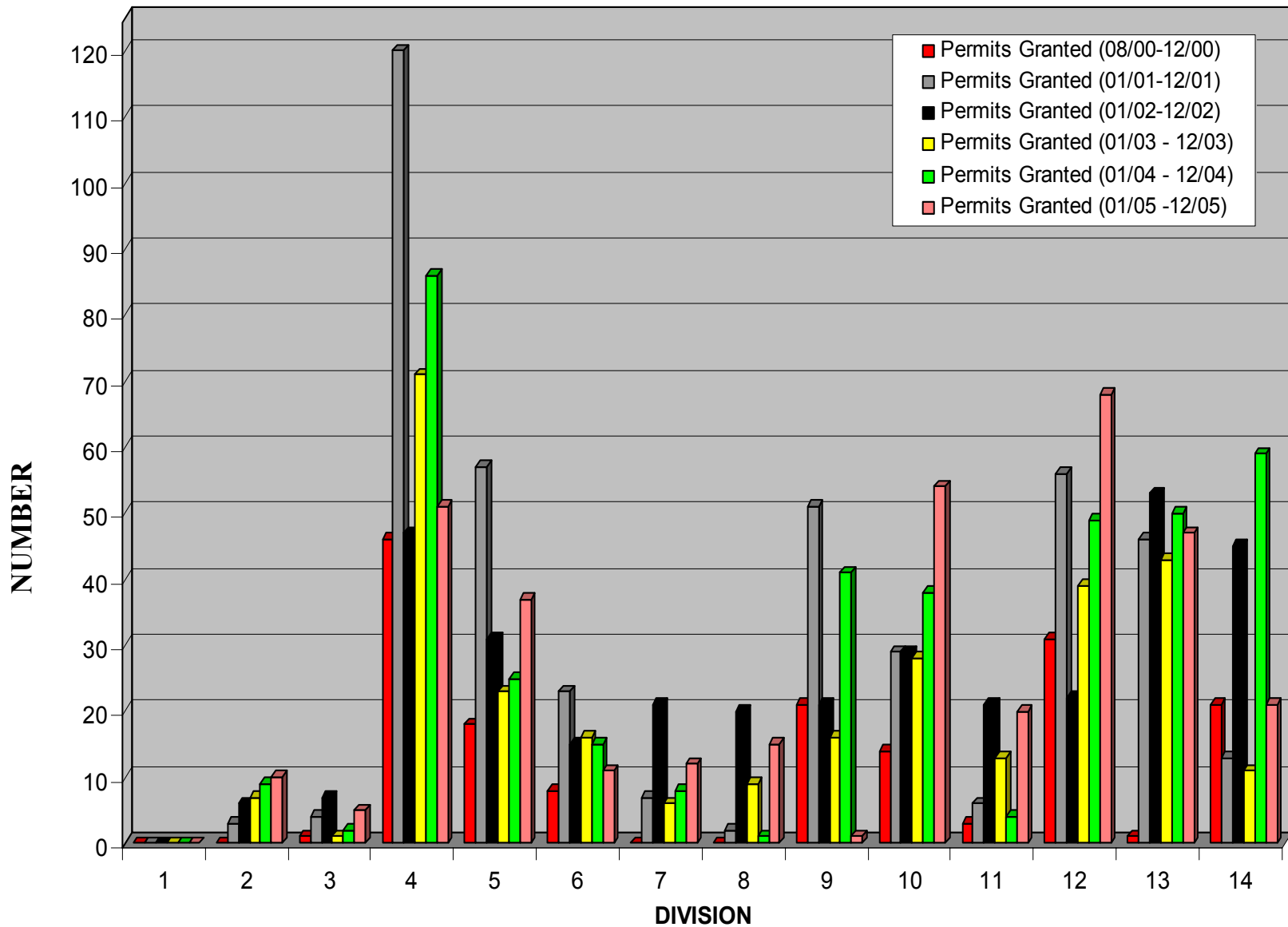
Raleigh I-440 Beltline



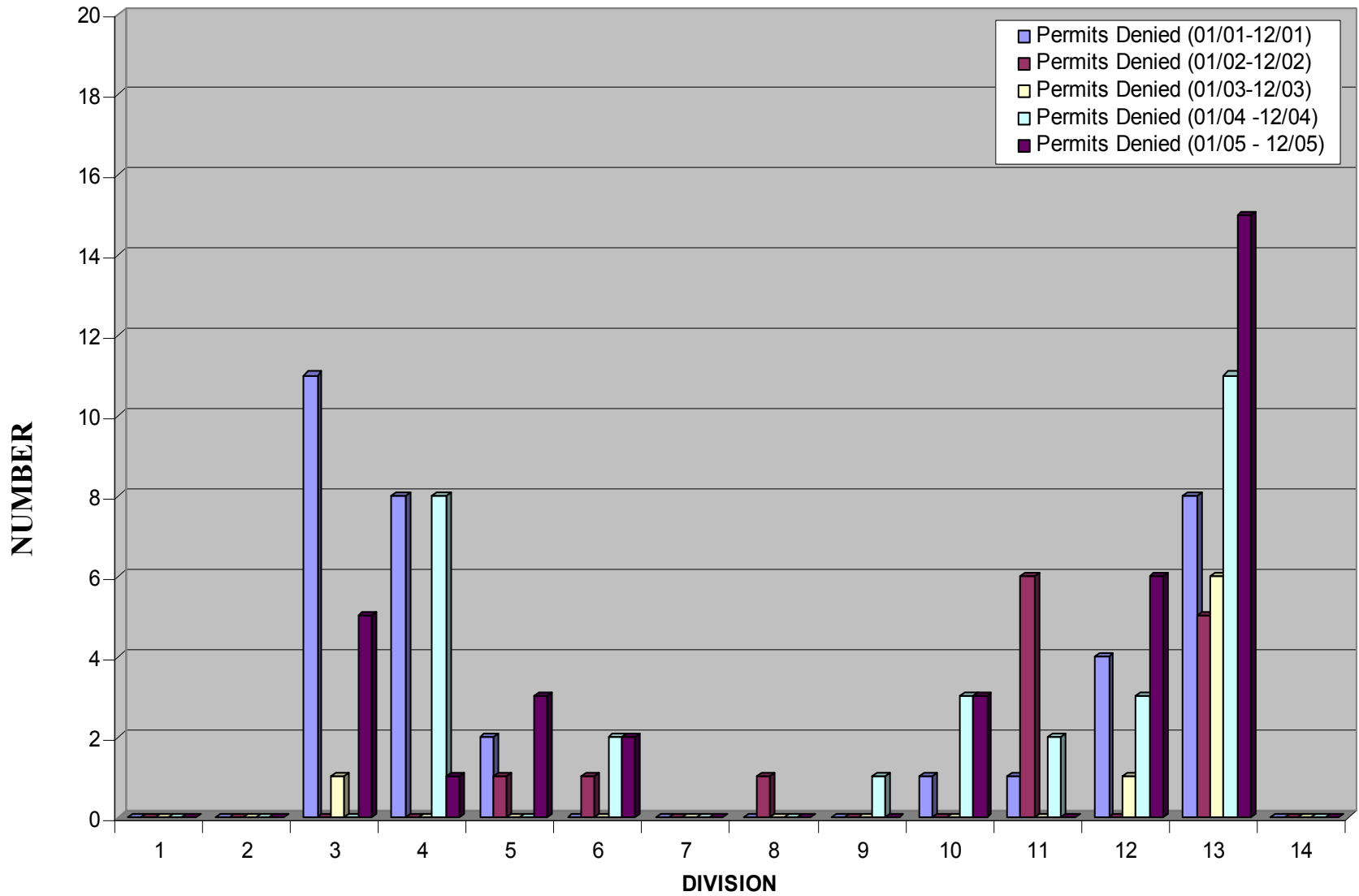
SVR PERMITS GRANTED
(08/01/00 - 12/31/05)



SVR PERMITS GRANTED BY DIVISION BY YEAR

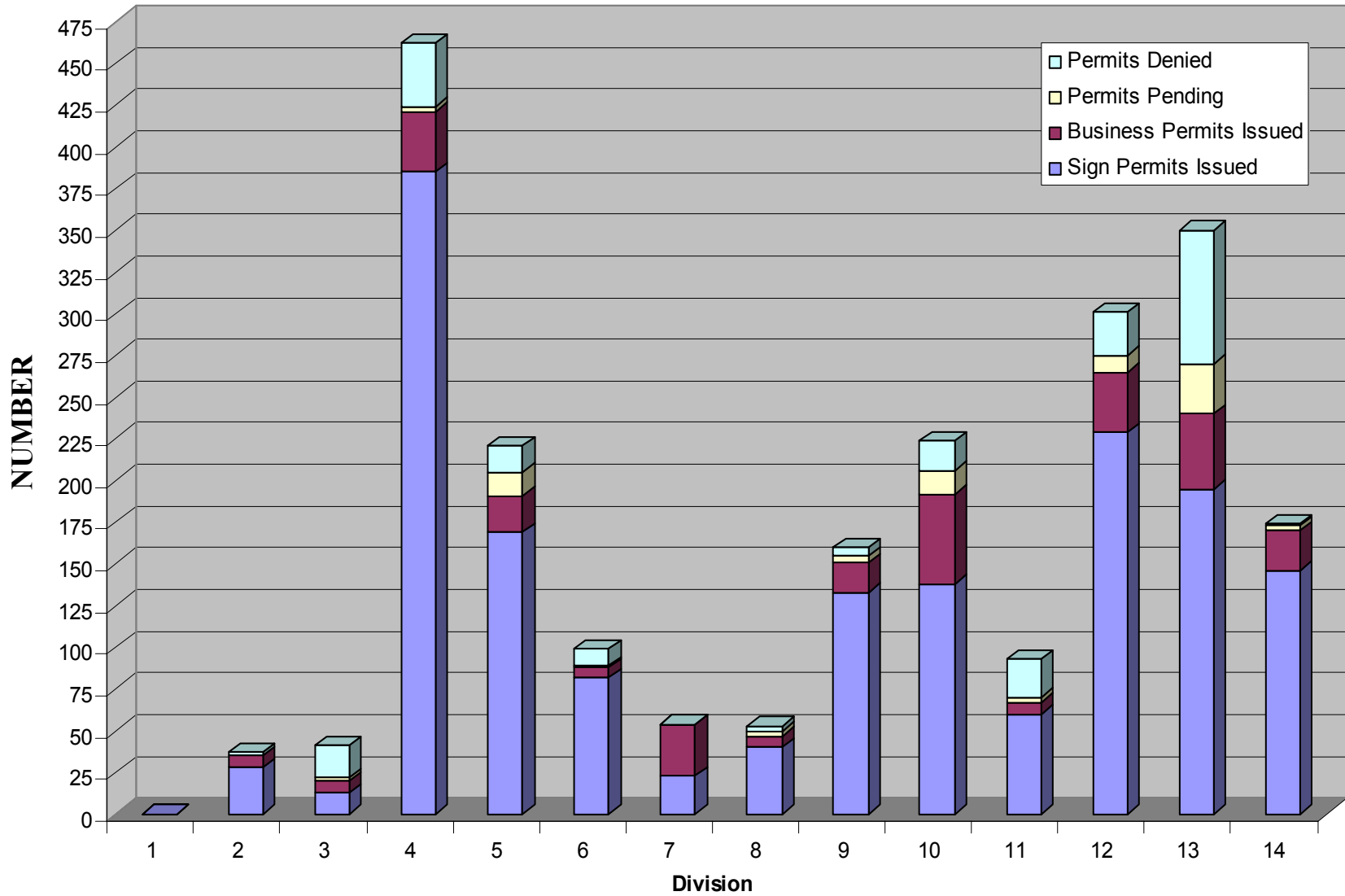


SVR PERMITS DENIED BY DIVISION BY YEAR

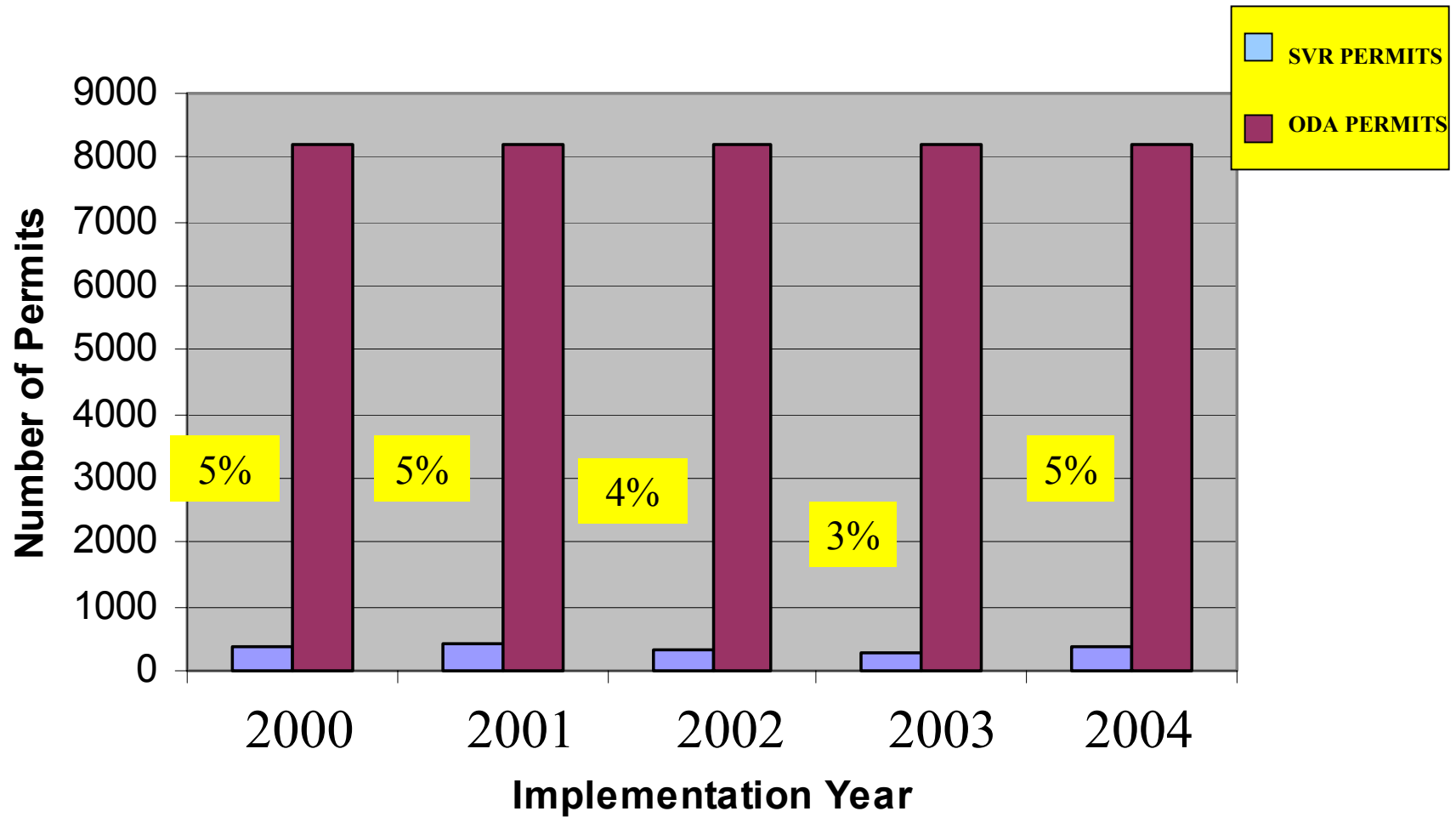


SVR PERMIT TYPE BY DIVISION

(08/01/00 - 12/31/05)



SVR PERMITS ISSUED / ODA STRUCTURE PERMITS ISSUED BY YEAR



TOP 10 ODA sign owners in North Carolina

-Fairway	1,123	-R.O. Givens	198
-Lamar	652	-Viacom	180
-Adams	517	-Creative Sign	153
-Allison	281	-Capital	146
-Next Media	207	-Magic Media	137

SVR Example - 250' Window

I-95 Nash County



SVR Example - 500' Window

I-95 Nash County

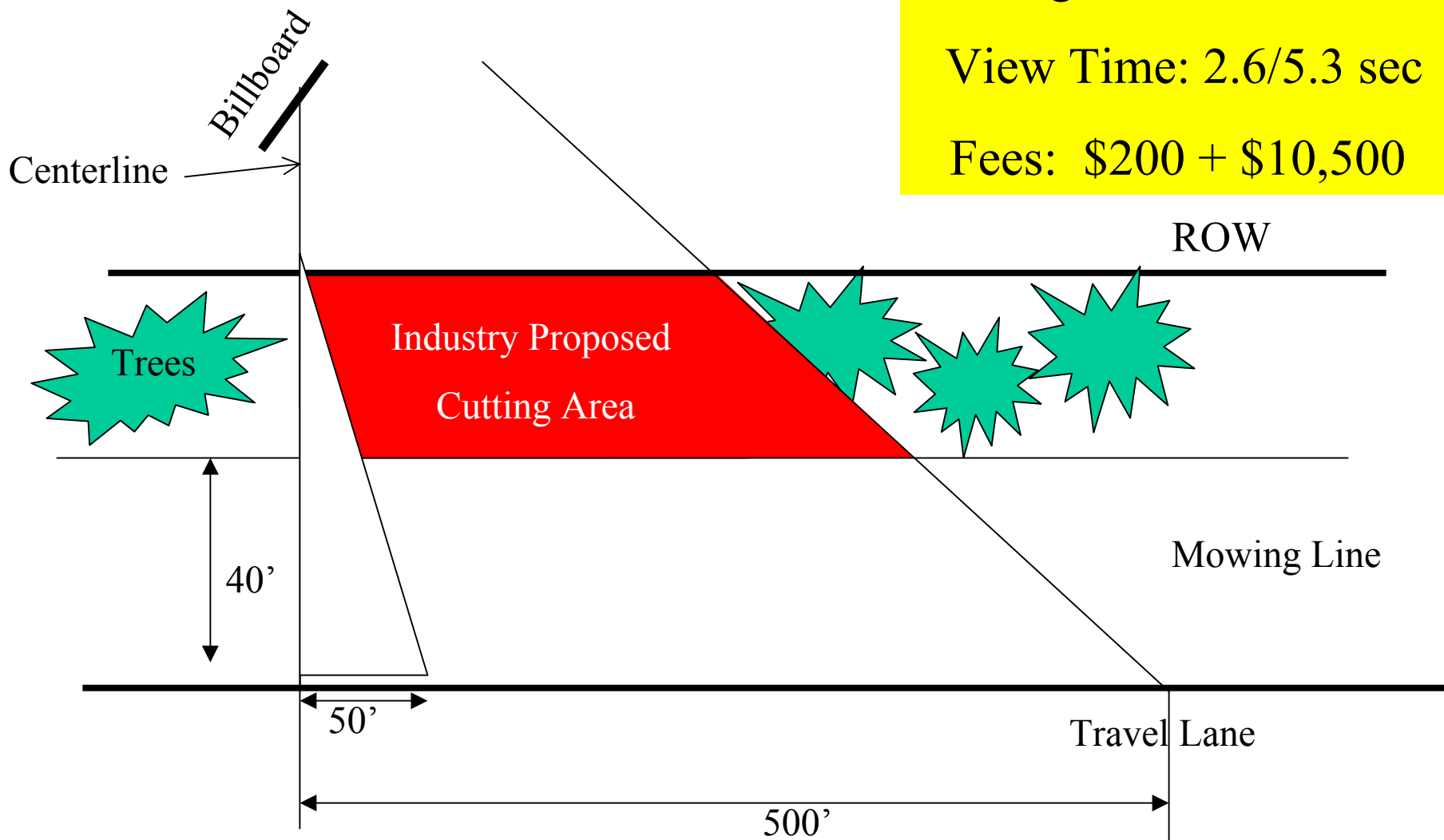


North Carolina DOT

Cutting Zone: 250'/500'

View Time: 2.6/5.3 sec

Fees: \$200 + \$10,500

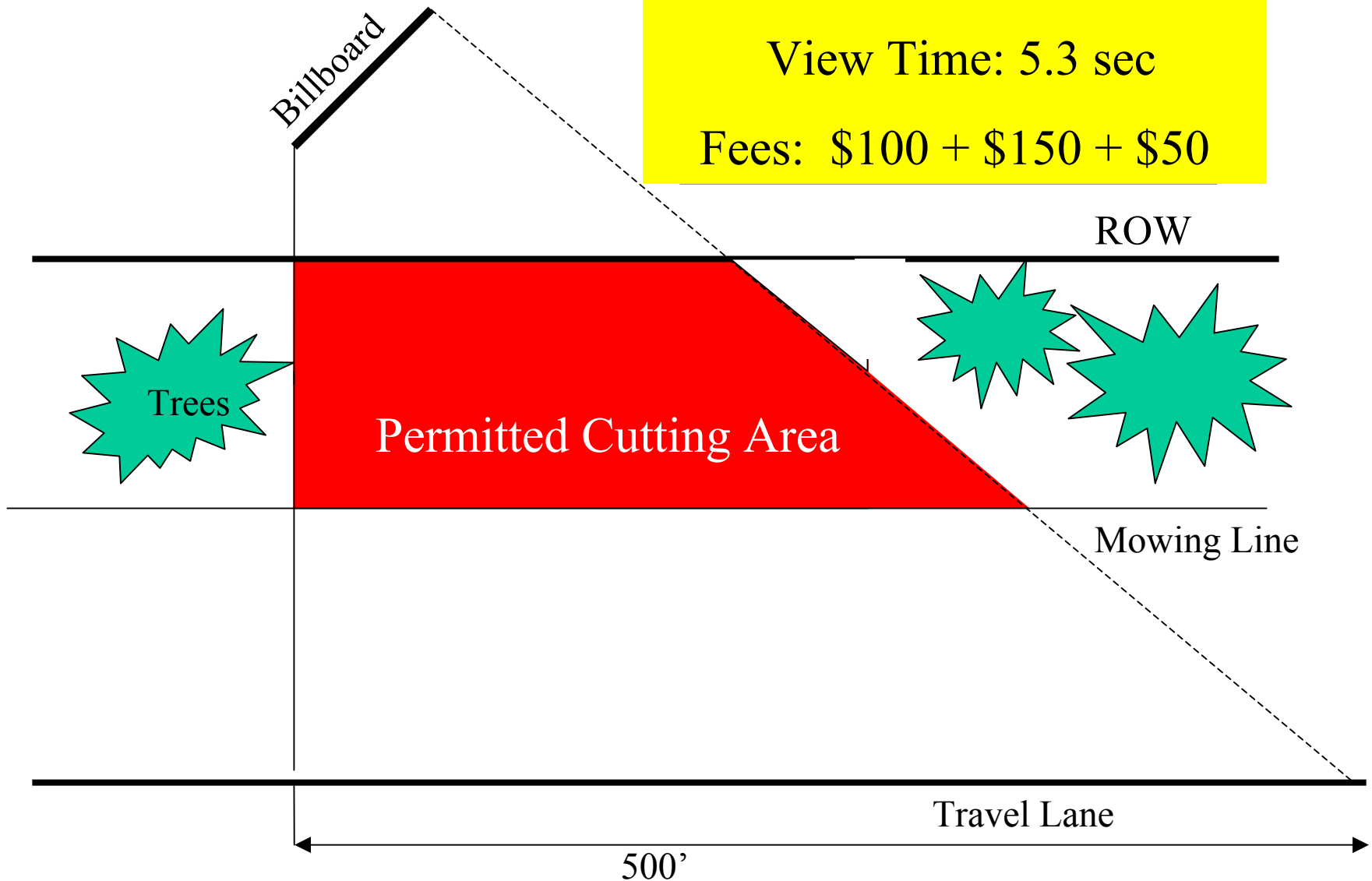


Tennessee DOT

Cutting Zone: 500'

View Time: 5.3 sec

Fees: \$100 + \$150 + \$50

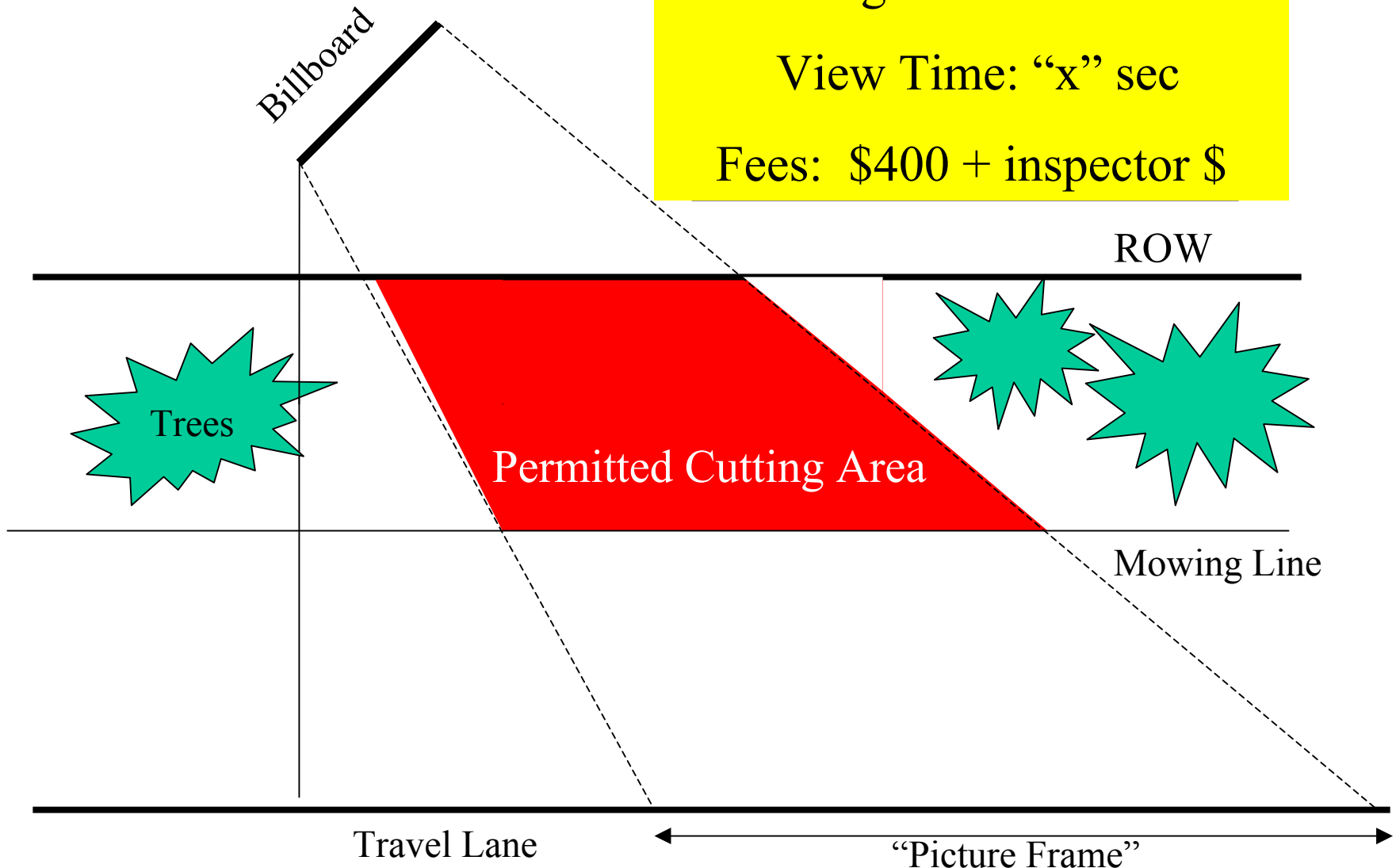


Virginia DOT

Cutting Zone: Flexible

View Time: “x” sec

Fees: \$400 + inspector \$



I-95 Emporia, VA



I-95 Emporia, VA



I-95 Emporia, VA

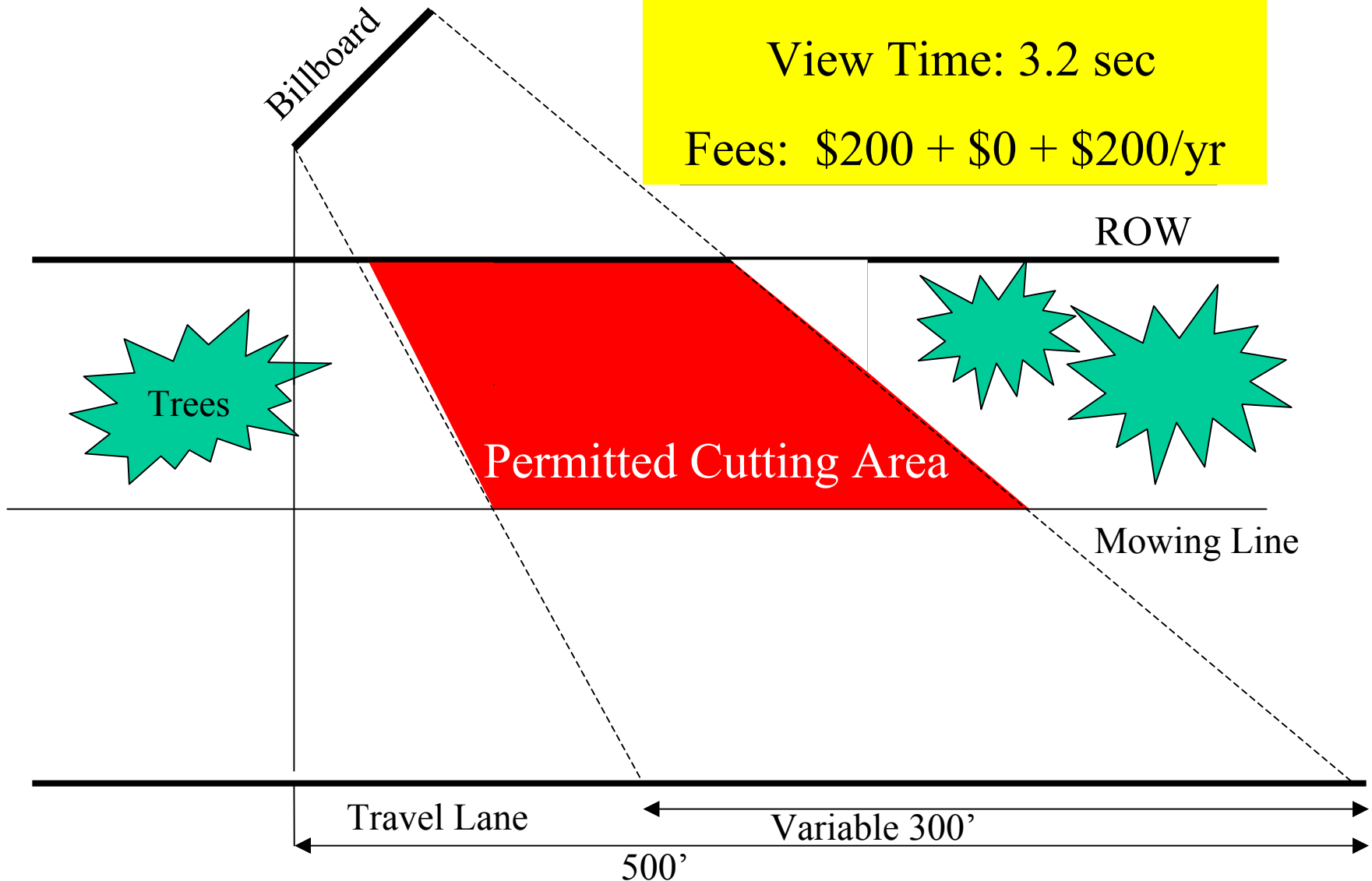


South Carolina DOT

Cutting Zone: 300'

View Time: 3.2 sec

Fees: \$200 + \$0 + \$200/yr



I-95 Dillon, SC



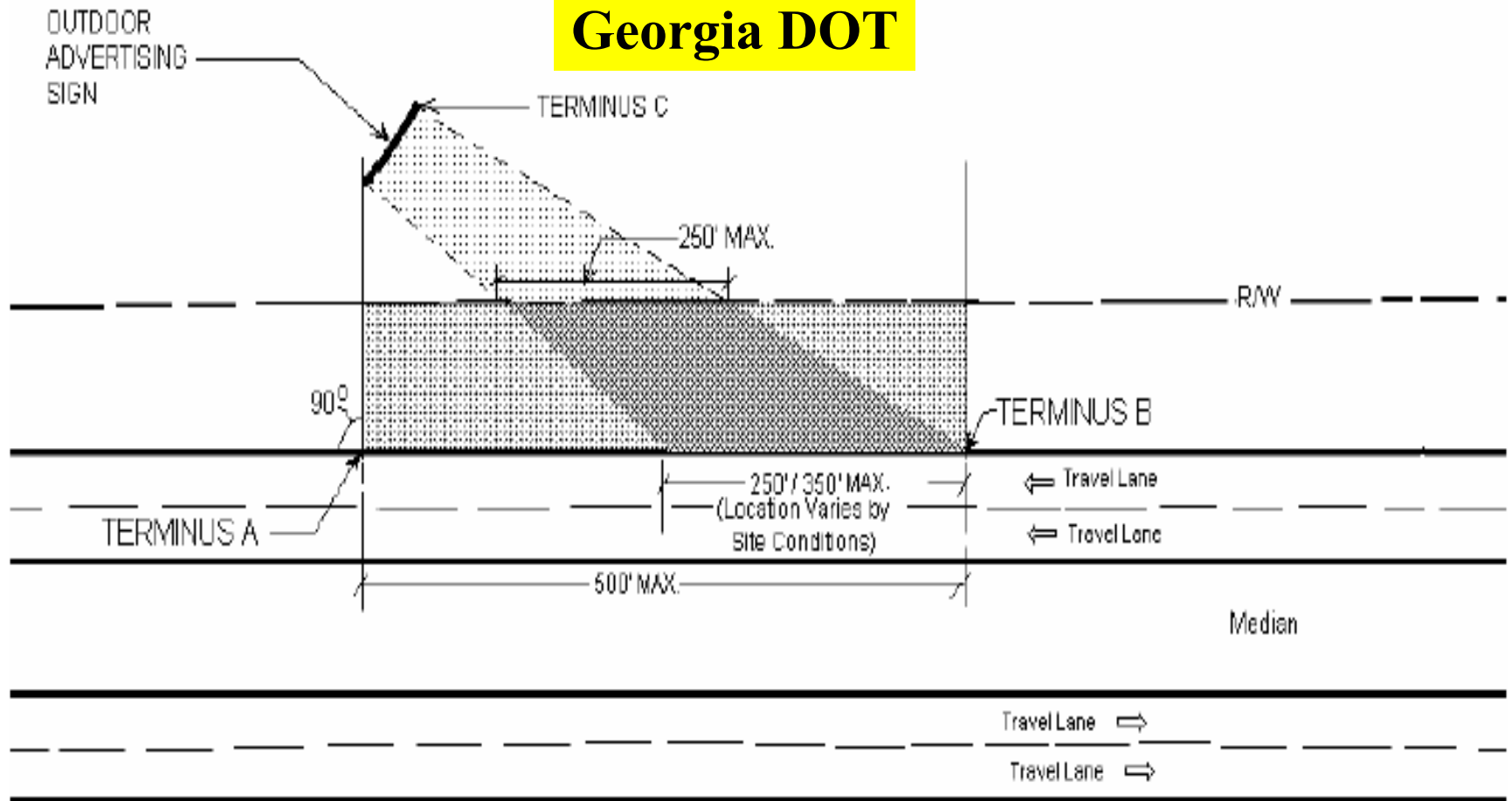
I-95 Dillon, SC



I-95 Dillon, SC



Georgia DOT



Cutting Zone: 250'(>35'ht) or 350'(<35'ht)

View Time: 2.6-3.7 sec

Fees: \$400 + \$9,972 + \$50

2006 Bulletin Rates

ROTATING BULLETINS (5% Discount on Each Additional Bulletin Up to Three)

Market: Greensboro, Winston-Salem, High Point, Burlington, NC. Average 10'6" x 36' D.E.C. - 46,800. Average 14' x 48' D.E.C. - 59,100

Size	# of Months	Vinyl Provided*-		Size	# of Months	Vinyl Provided*
10'6" x 36'	1	\$2,600		10'6" X 36'	1	\$2,200
PREMIUM	2	\$2,400		STANDARD	2	\$2,100
	3	\$2,250			3	\$2,000
	4+	\$2,100			4+	\$1,990
		Greensboro	Winston-Salem			
14' x 48'	1	\$4,000	\$4,300	14' x 48'	1	\$3,100
Premium	2	\$3,500	\$4,300	Standard	2	\$2,800
	3	\$3,200	\$3,500		3	\$2,600
	4+	\$3,300	\$3,300		4+	\$2,500

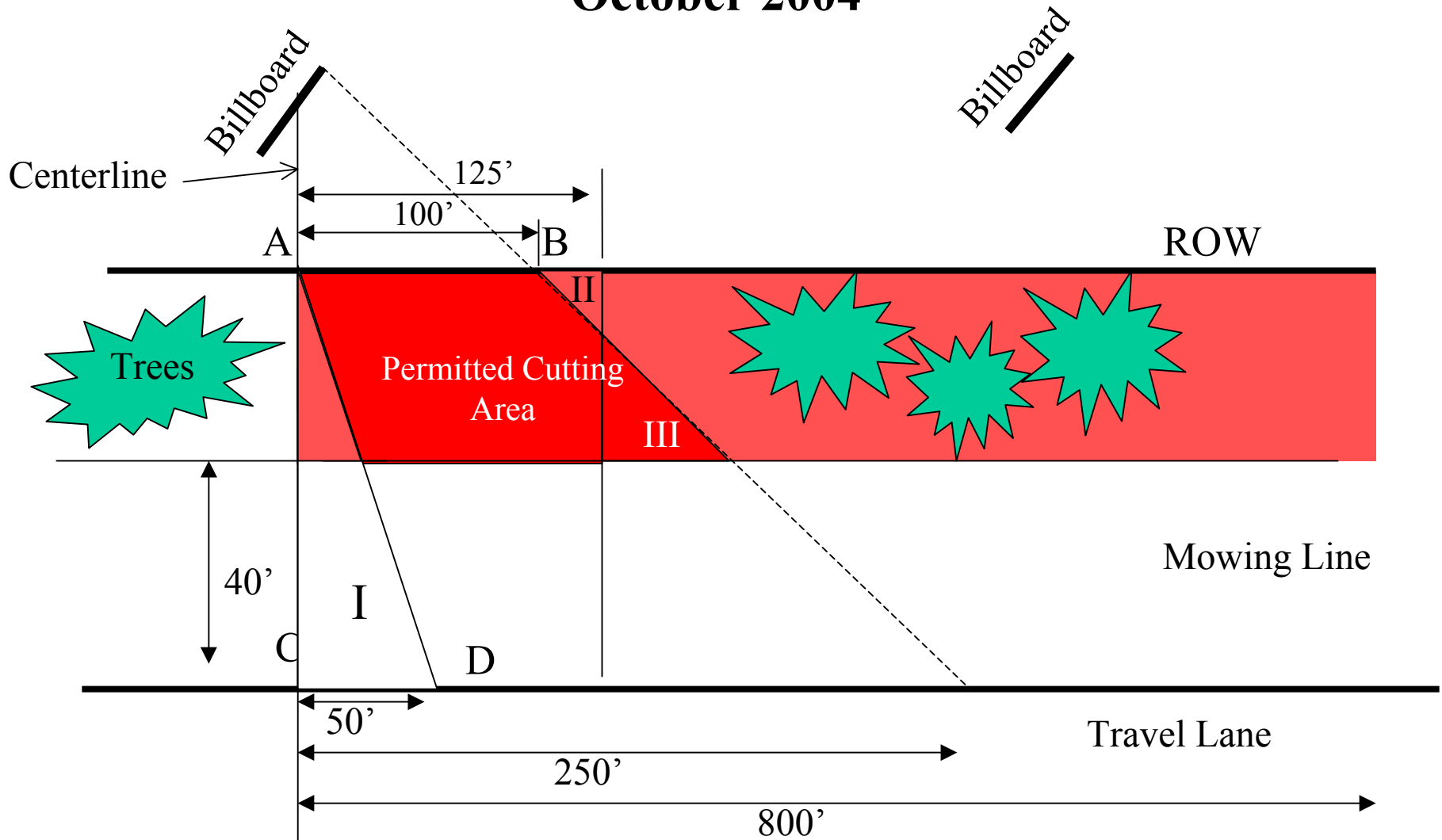
*Cost Per Month

*Customer Provided Vinyl

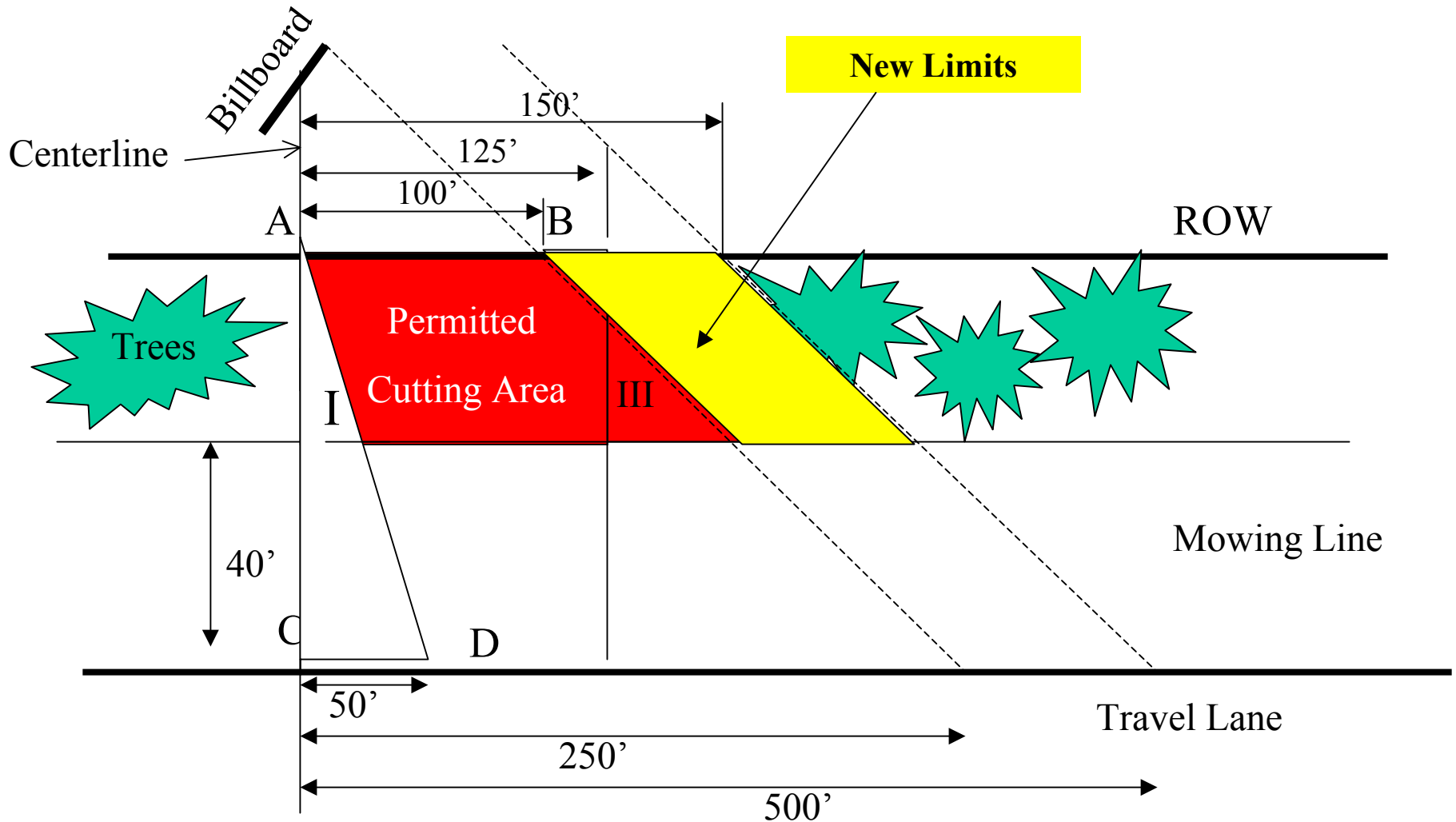
Source: www.fairwayoutdoor.com

Industry Proposed Clearing Limits for SVR

October 2004



Industry Proposed Clearing Limits for SVR





250ft SVR Clearance for Billboards (Existing Policy)



250ft SVR Clearance for Billboards with View Triangles (Existing Policy)



500ft SVR Clearance for Billboards (Industry Proposals)



500ft SVR Clearance for Billboards with View Triangles (Industry Proposals)



500ft & 250ft SVR Clearance for Billboards with View Triangles (Industry Proposals)





JR Luxury Perfumes
EXIT 97 Sweet-Smelling Discounts



JR Luxury Perfumes
EXIT 97 Sweet-Smelling Discounts



AAA
Half Restaurant • Half Motel • All Countries
Exit 101 • 200 Miles



Tomorrow starts here.

East Carolina University

**This is the heart of the
Pirate Nation.**

EXIT 138 TO GREENVILLE, NC

LAMAR



Tomorrow starts here.



East Carolina University

**This is the heart of the
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EXIT 138 TO GREENVILLE, NC

LAMAR



Old Country Store

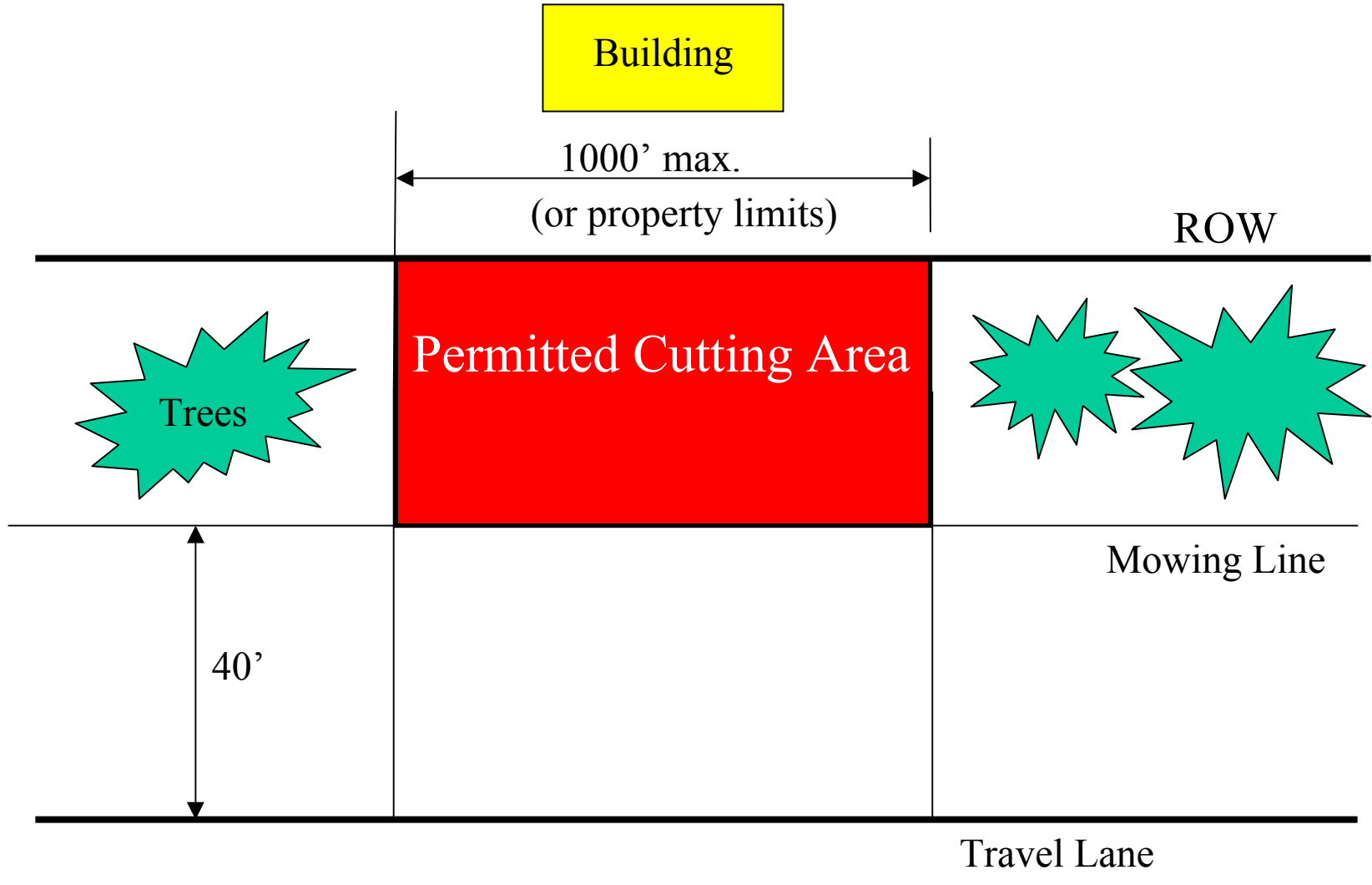
Half Restaurant. Half Store. All Country.

Exit 121 • 22 Miles

LAMAR

Existing Clearing Limits for Businesses

1982 to Present



Illegal Destruction and Removal of State Property

- Mechanical Cutting
- Pesticide Application
 - Foliar Application
 - Soil Sterilization

*Deacon
Jones*

Goldsboro, N.C.

*Deacon
Jones*

Goldsboro, N.C.





Proud To Carry 'em
Just Like You.

67 HARDWARE • THIS EXIT, THEN RIGHT



Best
Western

EXIT 176
4 MILES

Aunt
Sarah's
RESTAURANT



TOPLESS

EXIT 70



